



*"Once you have climbed
your own mountain,
there is nothing left to
do but help someone
else climb their's"*

Arleigh Isley
Wallowa County
Oregon

What is Enterprise FacilitationSM?

Convinced that the future of every community lies in capturing the passion, intelligence, imagination and resources of its people, the Sirolli Institute has developed "Enterprise Facilitation" as a person-centered approach to community and economic development.

Enterprise Facilitators work with a community based board to provide free, confidential business management and networking advice to aspiring entrepreneurs and existing businesses. Since 1985, Enterprise Facilitation has provided an effective mechanism for mobilizing community leadership and has demonstrated the capacity for inspiring community revitalization around the world.

Local Leadership is essential to the establishment of an Enterprise Facilitation program. Without local endorsement, understanding and management, nothing can happen.

- Enterprise Facilitation is controlled and managed at the grass roots of a community by a local Board of Management comprised of civic leaders, community professionals and economic development practitioners.
- The local Board hires and supports the training of a full-time Enterprise Facilitator who is the catalyst for assisting and encouraging local enterprise.
- The Sirolli Institute trains the local Board and Enterprise Facilitator on how to implement the program.
- Enterprise Facilitators provide intensive, one-on-one assistance. They link clients to programs and resources offered by development organizations and professionals.
- Enterprise Facilitators test the personal motivation and skill of the client and develop the client's capacity to assess their own management strengths and weaknesses.
- The service is available for free and in confidence to any local individual with an idea for starting or expanding a business.

Enterprise Facilitation's major achievement is to introduce sound management principles to the smallest project and to articulate simply and effectively what it takes to be successful in business.

Ernesto Sirolli, Founder

How Does Enterprise Facilitation Complement Traditional Approaches?

Enterprise Facilitation is based upon a philosophy that encourages improved individual fulfillment and improved community management. Enterprise Facilitation:

- Looks to the unique needs of individuals within a community before it looks to a predetermined service or a program.
- Assesses personal commitment to a business idea before assessing that idea's business viability.
- Helps take that idea from a passionate dream to a practical reality through proper management.
- Teaches team building that helps create practical businesses.
- Maintains a long-term, responsive and confidential approach to business development.

Enterprise Facilitation enhances existing economic development. Enterprise Facilitation:

- Increases the need for existing business development, technical assistance, and research programs.
- Increases the need for alternative capital resources, such as micro-loan and revolving loan programs, offered by existing development agencies and it decreases the failure rate on these loans.
- Encourages local expansion and retention rather than recruiting of outside businesses (relocation).
- Complements long range planning efforts by harvesting the social capital to generate businesses that will make use of existing infrastructure.
- Relies on entrepreneurs' own internal motivation and creates a "ripple effect" of excitement about the possibilities for local entrepreneurship.

Enterprise Facilitation creates new businesses from within as opposed to traditional economic development that spends money on infrastructure and marketing in the hopes that new business will come.

Mary Pynenburg
Director of Planning for the City of New Westminster

What Has Enterprise Facilitation Accomplished?

Since 1985, thousands of new and expanding businesses, creating thousands of new jobs, were started with the help of Enterprise Facilitators in dozens of communities. See the next page for some examples.

ENTERPRISE FACILITATION ACCOMPLISHMENTS

BAKER CITY, OREGON - POPULATION 16,741

In the first two years (2000-2002), 26 new businesses have been created and 11 businesses have expanded creating more than 62 jobs at an average cost of less than \$3,000 U.S. per job.

Peter Donovan, managingwholes.com

NEW WESTMINSTER, BRITISH COLUMBIA - POPULATION 55,000

In the first four years of operation, the New Westminister Enterprise Facilitation Project has assisted 83 business start ups, generating more than \$33 million in new investment and creating more than 360 jobs for the community at a cost of less than \$1,500.00 Cdn per job.

Mary Pynenburg, Director of Planning, New Westminister, B.C.

LYON COUNTY, MINNESOTA - POPULATION 25,000

Since 1999, this program (that was originally established in 1992) has created more than 70 new businesses and helped 76 businesses expand. This demonstrates that even 10 years into the program Enterprise Facilitation has the capacity to generate an average of 18 new businesses a year at a cost of less than \$3,000 per new business created.

Gail Bofferding, Local Board of Management Chair
Lyon County Enterprise Facilitation project

SEDAN, KANSAS - POPULATION 2,600

Before Enterprise Facilitation, we never worked together as a region. Now as a result of our QUAD County Enterprise Facilitation Project, we see that we're all in the same boat and we understand that the future of our community depends on how well we can work together as a region.

Nita Jones, PR chair for QUAD County Enterprise Facilitation.

ESPERANCE, RURAL WESTERN AUSTRALIA - POPULATION 10,000

In summary, the achievements of the Esperance Local Enterprise Initiative Committee between 1985 - 1988 consist of contributions to the formation of 45 operating businesses (with a combined annual revenue of about \$7.1 million) and directly adding 77 net full-time equivalent jobs to the economy. In 1998, the project is 10 years old and is still functioning well. It has created over 400 businesses with a business success rate of over 80 per cent during this period.

Extract from: J. Moon & K. Willoughby,
Case Studies in Local Development - The Esperance Experience, 1988.

Keynotes, Workshops & Training

The stories and real experiences of Ernesto make all the difference. The workshop has proven to me completely that Enterprise Facilitation works and is a necessary part of building a strong economy and community.

Bob Williams, Van City Savings Credit Union

Keynote Presentations

Ernesto Sirolli and other professionals of the Institute are available to travel to conferences and meetings to speak about Enterprise Facilitation. Groups of local and regional officials engaged in economic development have found Institute keynotes to be highly entertaining and insightful, revealing a path of hope for many communities.

Panel Discussions and Forums

Institute leaders are available to participate in or conduct panel discussions and forums on the Enterprise Facilitation model. The Institute encourages sponsoring organizations to engage in cooperative advance work to assure a diversity of other speakers and perspectives.

One Day Workshop

The one-day seminars offered by the Institute explain in greater detail how the Enterprise Facilitation model works. The workshops explain in detail how local human resources can help halt economic decline, especially in small rural communities and economically distressed urban areas. The one-day seminars are designed to inform busy community leaders, government department heads and business executives on the potential benefits and opportunities available from a local Enterprise Facilitation program.

Enterprise Facilitation Observatory

Course Pre-requisites: Typically, the three-day observatory is organized after a region or community has been exposed to Enterprise Facilitation through a one-day workshop or keynote presentation. In our experience, it is absolutely necessary that everyone attending the course makes a personal commitment to attend (including paying for at least part of the course fee themselves). Employees or colleagues who are "sent" by an agency or organization without this personal motivation often do not succeed in the course. Everyone attending the course must read "Ripples From the Zambezi" before attending.

Course Content: The three-day observatory covers the philosophy, practice and implementation of Enterprise Facilitation in depth. The course covers the spectrum of local economic development potential including how to tap the ideas of individuals and help them develop those ideas within the community.

Course Location: The Sirolli Institute holds observatories at their headquarters in Sacramento, California or in communities and regions that are serious about establishing Enterprise Facilitation programs in their locale. The minimum size for an on-site course is 25 participants.

To set up a Course: Call the Sirolli Institute at 1-877-SIROLLI or email us at info@sirolli.com.

Community Apprenticeship Program

The Sirolli Institute's flagship program is a 30-month community apprenticeship with the goal of establishing an ongoing Enterprise Facilitation program.

Enterprise Facilitation starts with one or more community leaders becoming aware of the model and seeking further information. Community meetings are convened to expose local leaders to this approach. This results in the formation of a steering committee that seeks local participation and raises funds for the apprenticeship.

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Once funds are committed, the initial steering committee becomes the local Board of Management. This newly established Board is then trained by the Sirolli Institute in both the philosophy and practices of Enterprise Facilitation, and instructed on how to recruit their full time operative - the Enterprise Facilitator. The local board then selects and appoints the person of their choice who is trained by the Sirolli Institute. Boards and Facilitators are trained on how to locate clients, how to relate to them and, most importantly, how to help entrepreneurs to go from idea to rewarding enterprise.

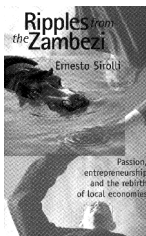
The Sirolli Institute provides ongoing training, at regular intervals, to both the Board and Facilitator over the twenty four (24) months leading to the final certification of the project.

If you feel your community might benefit from a community apprenticeship program, or are just interested in more information, please contact us.

Ripples From the Zambezi

Passion, Entrepreneurship, and the Rebirth of Local Economies

By Ernesto Sirolli



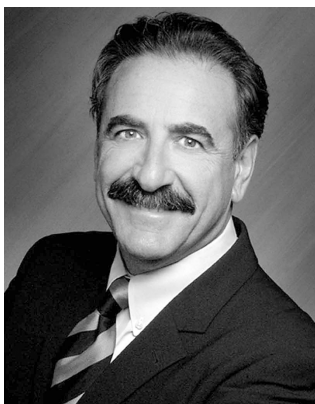
This 176 page book is full of anecdotal material, examples and information to inspire people-centered economics, mobilize civic leadership, find resources and tap into individuals' dreams for an energetic, diverse and economically rich community.

Copies are available from the Institute for \$14.95 U.S./ \$17.95 Cdn.

Enterprise Facilitation, once understood, is a simple, effective and economical way to revitalize communities. For all its simplicity, however, it requires an attitudinal shift from a perspective of hopelessness, which is thinking we need people from outside to help us create and sustain economic activity, to one of power and self reliance, which says let's help enough local people to do well and the community at large will also do well.

Ernesto Sirolli, Founder

About Ernesto Sirolli



Italian born Ernesto Sirolli, founder and CEO of the Sirolli Institute, is a dynamic and engaging lecturer who speaks with passion, wit, and wisdom about entrepreneurship and its vital role in local economic development. In 1985, he pioneered Enterprise Facilitation, a unique approach to local development based on facilitating the transformation of good local ideas into viable businesses. Since that time, Enterprise Facilitation has created hundreds of businesses in dozens of communities on four different continents. Its track record is garnering international attention for its effectiveness, and for its grass roots, person-centered approach to community development.

Ernesto Sirolli acquired a Laurea di Dottore in Political Science from Rome University in 1976, which included extensive work with international aid agencies in developing nations of Africa. He later went on to further post-graduate studies at Stellenbosch University in Cape Town, South Africa and at Murdoch University in Western Australia. Sirolli has published *Ripples from the Zambezi*, a book about Enterprise Facilitation, and is currently working on a new book focusing on his theory of entrepreneurial management.

About the Sirolli Institute

Founded in 1996, the Sirolli Institute is a global education and training organization of experienced professionals with the aim of introducing Enterprise Facilitation to communities seeking to grow their economies from within.

When invited, we help you establish a community-based organization that works in concert with existing economic development efforts to assist entrepreneurs.

Once established, this organization serves as a catalyst for renewed community pride and civic spirit.

Based on the belief that the future of every community lies in the dreams and aspirations of its people, the mission of the Sirolli Institute is to promote economic and community revitalization by capturing the passion, intelligence, imagination and resources of local entrepreneurs.

Additional Information

If you feel your community might benefit from applying Enterprise Facilitation techniques, or are just interested in more information, please contact us:

- Visit our web site at www.sirolli.com
- Call the Institute at 1-780-413-4461; Toll Free at 1-877-SIROLLI or e-mail us: info@sirolli.com
- Request further information on presentations for community leaders and practitioners that will introduce the history, principles and implementation of Sirolli Enterprise Facilitation
- Request further information on the one day Introduction to Enterprise Facilitation Training Workshop; appropriate for practitioners of local economic development and entrepreneurship development as well as civic-minded individuals.